



# THE PACIFIC FOREST TRUST

*Working Forests Work Wonders For Us All.*

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## **USDA Deputy Under Secretary Jay Jensen to Deliver Keynote Speech at Forest Fete 2009**

*Pacific Forest Trust to Honor California State Senator Fran Pavley  
for Her Leadership on Behalf of America's Climate and Natural Landscapes*

SAN FRANCISCO – Supporters of America's working forests will gather at the Presidio's Golden Gate Club on **September 9** to honor some of the nation's leading forest and climate champions at *Forest Fete 2009*, the Pacific Forest Trust's (PFT) annual dinner and awards ceremony.

The theme of this year's event is *In Forests We Trust*, an affirmation in these tough economic times of the myriad benefits our forests provide: wood, water, wildlife and well-balanced climate. The Pacific Forest Trust community will celebrate its forest and climate champions, whose work ensures our woodlands will continue to provide these valuable eco-system services.

“This year's awardees – California State senator Fran Pavley and foresters Don Beaty and W.M. Beaty and Associates – have done a tremendous job of providing leadership in the area of climate solutions and sustainable forestry,” says Laurie Wayburn, president and co-founder of the Pacific Forest Trust.

**Jay Jensen**, the USDA Deputy Under Secretary for Natural Resources and Environment with responsibility for the U.S. Forest Service, will deliver the evening's keynote speech. He will describe the new administration's approach to forests, water and the climate during his keynote speech, titled: “Reconnecting People to the Land through Climate and Water.” Jensen also plans to speak on what the Department of Agriculture is doing to create incentives across the forest landscape to restore and conserve the many ecosystem services our forests provide.

Jensen has oversight for the U.S. Forest Service, which manages 193 million acres of National Forest System lands and helps provide assistance to more than 10 million private forest landowners. His mission area also overlaps with the National Resources Conservation Service (NRCS), the federal agency with primary responsibility for working with private landowners to help them conserve, restore and, enhance their natural resources.

**California State Senator Fran Pavley (D)** will be honored for her successful work advancing California Senate Bill 144, state legislation that ensures the climate impacts of forest loss are fully mitigated. The bill passed the state Senate in June and has moved to the Assembly. She is

co-author of the landmark Global Warming Solutions Act of 2006 (AB 32) and the author of AB 1493 – widely known as “Pavley Law” – a fuel economy standard adopted by other states around the country as a means of reducing emissions from automobiles. The Obama Administration directed the U.S. Environmental Protection Agency to adopt the fuel standard earlier this year.

**Don Beaty and W.M. Beaty and Associates** has been named as *Forest Champions of the Year*. The forestry consultants have been exceptionally effective advocates for the stewardship and conservation of working forests, both in word and deed. Working with the owners of more than 300,000 acres in the key Klamath-Cascade region, they have demonstrated how these forests can be managed to benefit succeeding generations of people, communities and critters. As president and general manager of W.M. Beaty and Associates, Don Beaty in particular has bridged historically diverse stakeholder groups in a common pursuit of sustainable forestry.

“Our Forest Fete awardees this year have been extremely effective at bringing people together in support of sustainable forestry, conservation and climate action,” Wayburn says. “Senator Pavley and Don Beaty should be commended for the work they’ve done to champion our natural landscapes and the multiple values they provide us all,” Wayburn says.

*Forest Fete 2009* is being presented by Pacific Gas & Electric Company and K&L Gates. Supporting sponsors include Ecohaus, Evolution Markets, Humboldt Redwood Company, Mendocino Redwood Company, Sullivan & Worcester and WM Beaty & Associates. Several dozen more businesses and individuals also will help bring *Forest Fete* to life.

### **MEDIA COVERAGE**

Digital headshots of the award winners are available. Media seeking to cover the event MUST call in advance to arrange for access. Contact PFT Communications Director Chris Harrison at 415-561-0700 ext. 13 for details.

### **About The Pacific Forest Trust**

The Pacific Forest Trust (PFT) is one of the nation’s leading non-profit organizations dedicated to sustaining America’s vital working forests for all their public benefits – wood, water, wildlife and a well-balanced climate. In California, PFT has been instrumental in advancing the role of forests in the state’s climate change programs including the development of the Forest Protocols. Nationally, PFT has published two landmark reports: “America’s Private Forests: Status and Stewardship” (Island Press 2001) and “Forest Carbon in the United States.” Through its *Working Forests, Winning Climate* initiative, PFT is advising state governments and federal leaders about the inclusion of forest conservation and sustainable management in climate policies, markets and best-practices. To learn more about the Pacific Forest Trust, please visit:

<http://www.PacificForest.org>.

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